wybc

NEW BLACK RADIO

We are now entering a new era in Black Communications. This "revolution" was heralded by the increased political awareness of the late '60s. The huge box-office success of Melvin Van Peebles "Sweet Sweetback...", the first Black-owned and made commercial film was indicative of this changed mood. Since then, images of the new Black pride have slowly crept into the other forms of mass media as well. The present efforts of WYBCs Black Spectrum as a progressive form of mass Black Communication can only be compared with the efforts of WLIB in New York and Howard University's WHUR. These stations have taken on the challenge of redefining the power and potential of Black-controlled media, in an industry which has been traditionally capitolistic and only interested in exploiting the Black Population.

For a long time sociologists (and Black people themselves) have recognized the extraordinary role that music plays in Black lives. Music has been Black America's way of expressing its emotional and sociological state. After the 1920s when Columbia Records released its first "race" records and began capitolizing on Black Music; the control over what Blacks expressed to other Blacks, and so the definition of their culture, slipped from the hands of Black people to White Industry. Later the Commercial Black Radio Industry began to boom (also white owned) and things got even further out of hand. Not until quite recently has there been any significant Black involvement in Black-oriented radio. The white control of the Music and Radio Industry has been able to program Blacks into supporting records and radio stations whose only interests were to keep Blacks degraded, exploited, and powerless.

Black Spectrum, or "New Black Radio", is not only about expressing positive and constructive attitudes to the Black Community about itself. It serves as an educational force to increase the Community's awareness of its own potential as a political force. Around the country there is a gradual movement towards Black Spectrum's mixed music format. This format which includes: jazz, soul, top 40, blues, gospel and other third world musics; is designed to express a total view (or a Spectrum) of the many different musics and views that make up Black Culture. A new emphasis on non-musical programming (poetry etc.), News, and Community Affairs; deals with a historic problem of Black Culture which has been a lack of emphasis on verbal skills within an oppressive white culture totally geared towards reading and writing. It has recently been shown through the efforts of such Black commercial artists as Marvin Gaye, Donnie Hathaway, and Curtis Mayfield that Black audiences will buy records dealing with relevant commentary on the Black situation as well as less sophisticated products dealing primarily with the ABCs of Love. As music continues to become a vehicle for information its value will gain perspective. It will no longer be (in the words of Kool) the Message, but the Medium for the Message.

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If you are interested in finding out more about Black Spectrum.....
or if you have any Announcements or News Releases of interest to the Community which you'd like to see broadcast on WYBC.....
Our address is.....BLACK SPECTRUM

BOX 3436 YALE STATION

NEW HAVEN, CONN. 06520

For businessmen interested in reaching the Black Community of New Haven, the Spring and Summer nationwide Pulse Survey has listed WYBC during the hours when Black Spectrum is on the air as NO. 1 in the metropolitan New Haven area.....Our Business Phone is ....865-3451 and our usual business hours are Monday - Friday 3pm-5pm. The man to get in contact with for all Business Deals concerning Black Spectrum is Hamilton Cloud our Business Manager. He is the only authorized agent at WYBC who represents the policies of Black Spectrum. If he is not there when you call, speak with someone else from Black Spectrum or try to reach him at home.

For members of the Community 18 yrs. and older.....if you are interested in becoming involved in futuristic Black Radio....WYBC-FM begins its Training Program Oct.1. Keep your eyes and ears open for more information.